

MAGAZINE
Section



CARMEL BEAUTY SPOT

Beautiful Mission San Carlos Borromeo de Carmelo breathes the romantic air of long past glories. Its domed tower rises above a picturesque garden, a fitting subject for artist and photographer.

—Hubert A. Lowman photo for California Mission Trails Assoc., Inc.

Fiesta Days in Old Los Angeles

By Maymie R. Krythe

ACH APRIL, for several years during the Gay Nineties, Angelenos enjoyed colorful fiestas that are still talked about. The city had just begun to recover from the collapse of the land boom of the 1880s, when the depression of 1893 swept the country. Since business was poor, the merchants of Los Angeles decided to do something to attract tourists with well-filled purses.

Until this time they had depended mainly on climate to lure visitors; now citizens realized they must do something to entertain them. At a meeting of the Merchants' Association, Max Meyerberg proposed that Los Angeles hold a carnival similar to the Mardi Gras in New Orleans.

The idea was enthusiastically received; the affair was christened La Fiesta de Los Angeles and Meyerberg was appointed general director. Committees of prominent men and women began working on the project and money was collected for the first fiesta, to be held from April 10-14, 1894.

Everyone was urged to decorate his home and place of business; all public buildings were festooned with the official colors—orange, green, and red—symbolic of the region's principal products, oranges, olives, and wine. One Evening Express reporter, after a stroll around town, declared

Mary had a little lamb.
Its fleece could not be seen.
For Mary had adorned it with
The yellow, red and green.

Just before opening day, the fiesta officials, in grotesque costumes, and headed by a prominent Angeleno astride a small burro, stormed the City Hall. With the tooting of many horns and the use of other noise makers, they dethroned the regulars and took over the city government for a time.

ON THE morning of the first day of fiesta, people were awakened by the ringing of bells, beating of drums, and firing of cannon. Later, large crowds gathered at the grandstand in what is now Pershing Square. In a fitting ceremony, the mayor abdicated and gave way to the Queen of the Fiesta who had arrived in state with her ladies. When she unmasked, they discovered it was the beautiful Mrs. Ozra W. Childs, whose husband, a few years before, had built the first real theater in town—the Grand Opera House.

That afternoon there was a long parade, with gaily decorated floats; some showed scenes of early California, including the coming of the Spanish, Forty-Niners, et cetera. Some humorous floats poked fun at the "Boom and Bust" catastrophe of earlier years. Nearly every business house and lodge furnished a float. That evening, when these vehicles paraded again, novel lighting effects dazzled the eyes. The floats were followed by a long line of carriages, tallyhoes, dog and pony carts, carrying ladies and children decked out in their best.

Next day the youngsters had a procession of their own. Happy to be free from school, they marched gaily along the streets. On the last day, Military-Floral Day, members of the Army and Navy and the Police and Fire Departments made a fine showing, together with countless carriages, buggies, and even bicycles, all tastefully adorned with a profusion of Southern California flowers and greenery.

THE OBJECT of the trial is to determine customer reaction to the service, and to test under actual conditions the problems involved in connecting such widely separated telephones.

Long distance dialing from Englewood at present is only a one-way street. Telephone users in the 13 areas which may be reached directly from Englewood can not dial directly to that city.

If all goes well, more and more telephone users in the future may be dialing across country with but a few flicks of the wrist. America is moving closer together. And Long Beach eventually will be only a few short seconds from New York.

THAT NIGHT, the fiesta came to a brilliant close with a grand ball at Hazard's (Continued on Page 9, Col. 4)



This entry, a double bicycle with a huge canopy of flowers and ridden by two pretty maidens, won the first prize in one of the colorful fiesta parades.



A feature of La Fiesta de Los Angeles in 1895 was a Chinese dragon, several hundred feet long and covered with fine silks, brought from San Francisco.

Month of Dates:

April

By Isabel J. Young

MANY IMPORTANT dates appear on the April calendar. How well do you know them? Answers to quiz questions on Page 9.

1. Which movable holiday often comes in April?
2. Which holiday (that originated in Nebraska) occurs this month?
3. Who began a noted ride on April 18, 1775?
4. Where did the first battle of the American Revolution take place the next day?
5. Who became President in New York in April, 1789?
6. Which President was assassinated in April, 1865?
7. What American war started during April, 1898?
8. In April of which year was television first demonstrated?
9. Where did an earthquake occur in April, 1906?
10. What large steamer sank on its first trip, in April, 1912?
11. On what country did the United States declare war in April, 1917?



Photos Courtesy Title Insurance & Trust Co.

Mrs. Modena Wood, grandmother of movie star Robert Stack, was the Fiesta de Los Angeles queen in 1995.

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Pacific Sunday Magazine
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Wildflower Time

One of Southern California's marvels is the painting of foothills and desert by Dame Nature in Spring with a brush dipped in a seemingly inexhaustible pot of floral brilliance, setting the countryside aglow with flowers. Desert verbena, purple lupine, golden poppies, lilacs, mountain gold, buttercups, bachelor buttons, shooting stars, yellow violets, wild mustard, crimson cacti, Brodiaea, thistle and many others fill the land with beauty and the air with perfume. Bountiful rains have presaged a superlative wildflower display for the season now rounding into its zenith. Remindful of glories of past seasons are scenes depicted here.



When the wildflowers bloom, city-dwellers feel the urge to get into the countryside, to enjoy the abounding color and the scent-laden air of the inland country. Picture-taking opportunities are everywhere, as couple above finds.



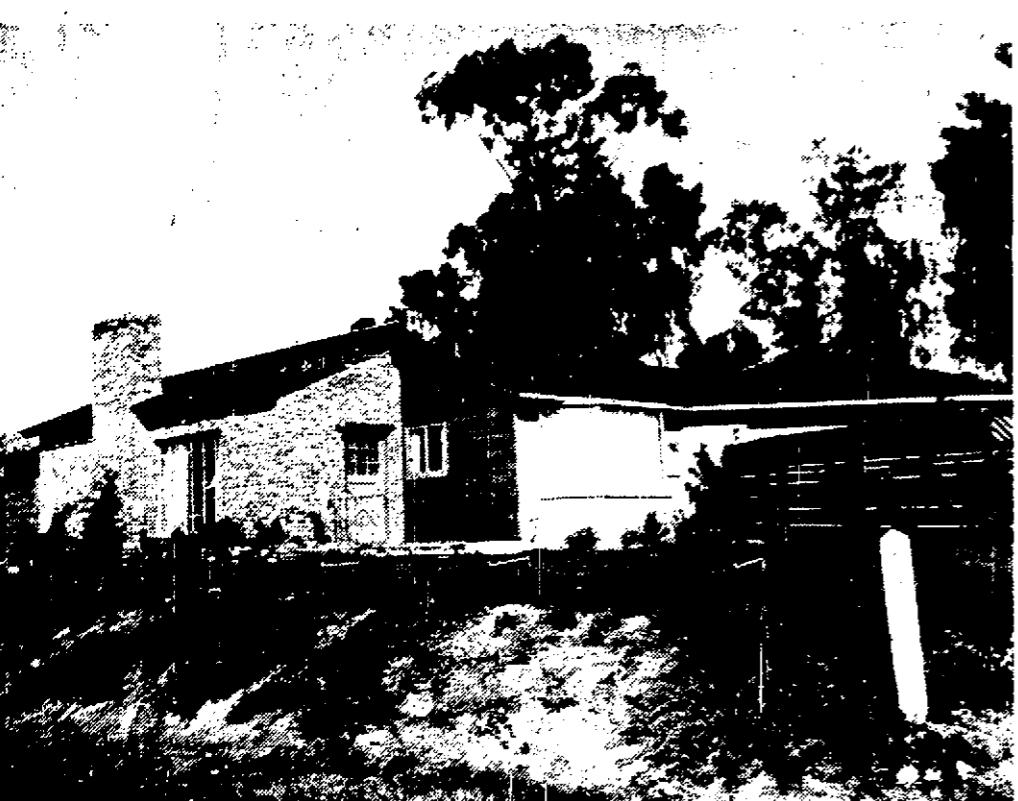
There's always an urge to pick an armload of flowers to take home, but be wise, be moderate, be mindful of others and curb your desires. Wildflowers wilt quickly, even before you get home. Take only where picking is permitted.



Added enjoyment is given a trip afield by participation in simple sports, like archery, as the pictures above and at the right show.

Earliest displays of wildflowers began this year in the Palm Springs-Indio region and along the Elsinore-San Diego inland highway. Kern County blossoms have begun to open but the season is slower there; should be best by mid-April.

—Photos by All-Year Club of Southern California



Three main rooms built around a patio make up this attractive dwelling, set against a background of eucalyptus. It is the home of Mr. and Mrs. H. A. Graham.



Gardening is Mrs. Graham's hobby and the result of her endeavors may be seen through a wall of glass overlooking the patio. Panels at sides may be opened.

Real Comfort

(Continued From Page 4.)

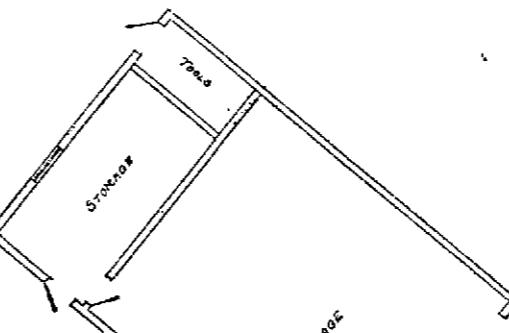
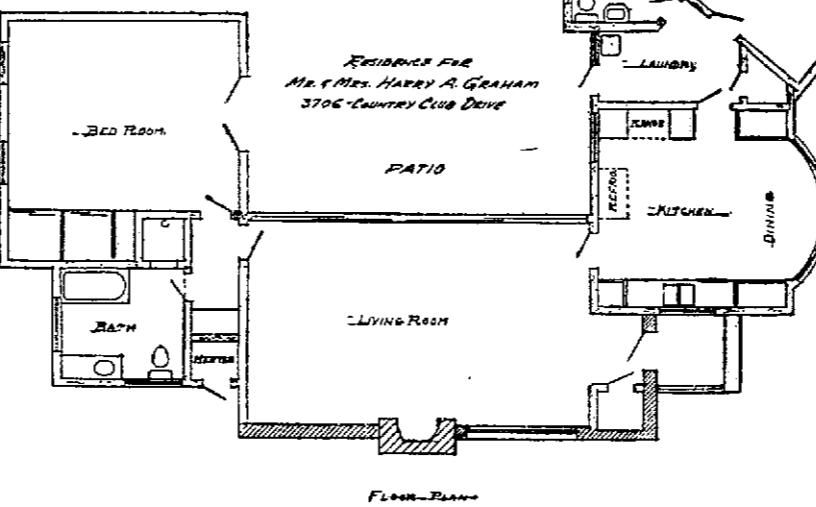
ly atmosphere. The natural wood paneling and other wood-work requires little upkeep. The high-beamed ceiling in the living room is also of redwood.

Reclaimed brick has been used for exterior walls and to form the fireplace wall in the living room. This brick is combined with redwood and plaster with pleasing results throughout.

MRS. GRAHAM enjoys gardening and the patio, which the living room and bedroom overlook, shows off the results of her work to advantage. Camellias and begonias are planted around the edge of a dichondra-covered courtyard onto which sliding panels of glass in the window wall open. Floral draperies traverse across this entire wall.

A large window on the opposite wall overlooks the city which at night offers a colorful panorama of lights. A bay

window in the friendly kitchen is treated to the same view. One end of the room where this bay window takes up most of one wall is devoted to dining. Maple chairs and table are background by traverse curtains in a gay print.



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Back Door Charm

By Peggy Sewell



—Photo by Jasper Nutter

A few weeks after being set out, vines in planter screened the back door of the Rex Welch home.

THE BACK DOOR is the most neglected part of a home. Since it is an integral part of the house, why not plan it as carefully as any other architectural feature? Whether your back door opens onto a street or merely into your own back yard, its appearance can be an asset or a liability to the exterior design of your house.

If it can be seen by passers-by, you may want to partially conceal it from view. Mr. and

to look its best. Here, in Southern California, where so much of our living is done in our patios and backyards, the back door assumes more importance than it does in many other communities. It becomes a part of the background for outdoor living.

You, perhaps, may not want as large a structure as that found at the Welch home, and you may not want it concealed in any way, but it may suggest a variety of ideas to you or give you an incentive to do something about the appearance of your back door.

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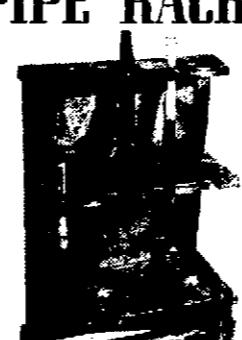
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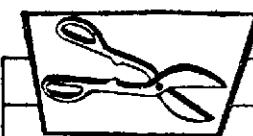
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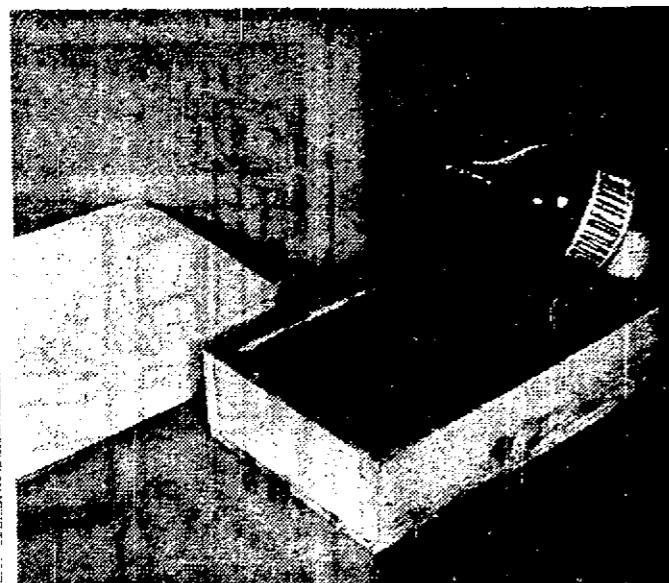
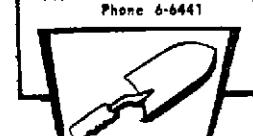
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Where chemicals are used, disinfect a number of flats
at one time in order not to delay planting schedule.

By Burleigh M. Beakley

SOIL DISINFECTION in Southern California, both for potting and garden culture, should be done regularly. Here, we do not have winter soil freezing that controls a vast amount of earth-fostered fungi and diseases. Because of this mild climate, there is a tendency to continue the growing cycle throughout the year.

This lack of natural restriction and keeping the ground in a constant state of ferment with manures, compost and divers fertilizers encourages a tremendous build-up of both good and destructive earth bacteria.

To assure the highest percentage of healthy, vigorous plant growth, some artificial control should be exerted against these minute soil-borne parasites.

Heat and chemicals are the commonest means of soil disinfection.

One of the simplest means of decontaminating a small amount of soil, such as would be used for potting, is baking.

Fill a metal container with earth and bake it in the cook-stove oven a couple of hours at 180 degrees.

Along the same line, earth can be satisfactorily cleaned by being subjected to a period of steam under pressure in a kitchen pressure cooker.

Where chemicals are used, powdered and liquid formaldehyde are one of the most common agents recommended.

Commercial formalin, which is 40 per cent formaldehyde, can

infection available to the home gardener. Of these two processes, heat is by far the safest, although somewhat unwieldy when practiced on a large outdoor area.

If strict care is not exercised in applying chemical disinfectants to soil, seeds may be kept from germinating or the sprouts stunted. Always read and follow carefully the instructions on the container of any type commercial seed or soil disinfectant.

WET heat in the form of steam or boiling water can be applied in a number of ways. Where nematodes and fungi are present near the surface of the soil, boiling water poured over the area will effectively control them.

On a small scale, 4 or 5-inch pots of earth submerged in boiling water for 10 minutes will be thoroughly disinfected.

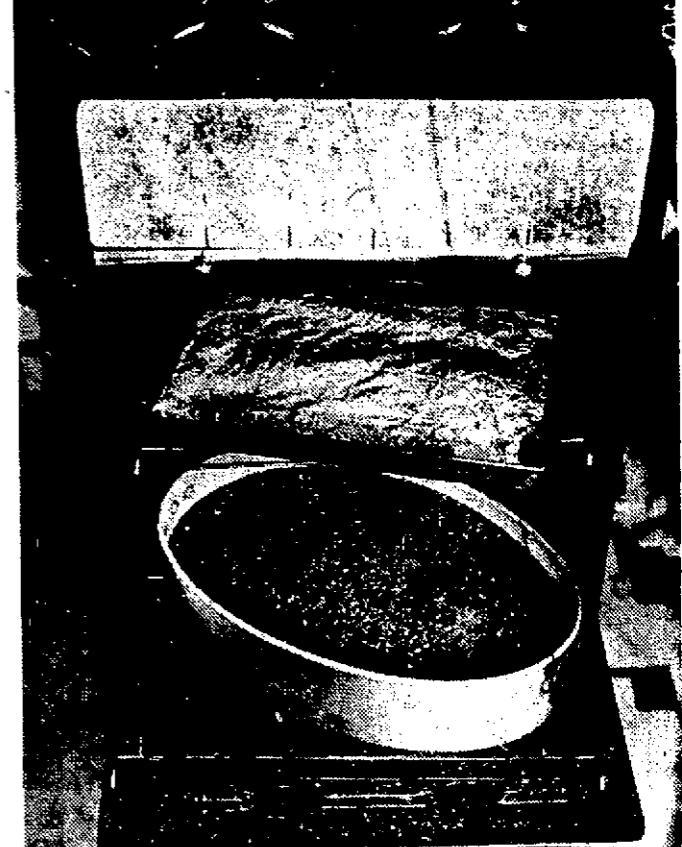
Along the same line, earth can be satisfactorily cleaned by being subjected to a period of steam under pressure in a kitchen pressure cooker.

Before disinfecting a flat of soil make sure it is damp. Then sprinkle a teaspoonful of a solution consisting of 3 parts liquid formaldehyde to 12 parts water over the surface. Cover the flat for 12 hours. The seed can be planted 24 hours later after the soil has been well soaked.

be purchased inexpensively at most drug stores. This type of disinfectant should be used only on bare earth and no plants should be set into that ground until all chemical odor has dissipated. Saturate each square foot of loosened soil with a solution of one part formalin to 50 parts water. The area should be covered immediately with newspapers which are left on for a day. Then remove the covering and let the soil aerate until the odor of disinfectant is gone.

WHEN formaldehyde dust is used at the rate of 8 ounces or 6 per cent dust to a bushel of soil, the seed can be planted in the treated soil immediately. Water thoroughly.

Before disinfecting a flat of soil make sure it is damp. Then sprinkle a teaspoonful of a solution consisting of 3 parts liquid formaldehyde to 12 parts water over the surface. Cover the flat for 12 hours. The seed can be planted 24 hours later after the soil has been well soaked.



Baking soil disinfects it in amounts ample for use in flats. Put in shallow pans; use oven or an open fire.



—Photo by the Author

Fancy-leaved Caladiums are noted for their bright-toned foliage. Leaves are white, crimson and rose.

Caladiums for Foliage Effects

By Bob Gilmore

planting caladium tubers.

It is advisable to start the tubers indoors, using either nursery flats or regular clay pots. The tropical nature of the plants is reflected in their sensitivity to cold weather and that explains why, even in Southern California, caladium should not be planted outdoors until about the middle of April. The caladium is a native of

tropical America.

The starting soil should contain a mixture of leaf mold mixed with sand or in pure peat, preferably American peat.

Best results will be obtained if the temperature averages

from 70 to 80 degrees. Tubers planted in flats or shallow boxes should be transplanted to small pots as soon as the roots are formed. The caladium

should be shifted to larger pots as they grow, each transplanting being to a pot just one size larger.

SOME OF THE BETTER caladium varieties for this region include: Candidum, a splendid Easter variety, the background being snow-white with green veins, contrasting with a narrow green border; Crimson Wave, deep green leaf with crinkled transparent scar-

(Continued on Page 7, Col. 6.)

OF COURSE, all snapshots have a purpose—usually to help us remember something that has a personal or sentimental appeal. But lately I've been hearing about people who are taking pictures of things they want to remember for very practical purposes—they are, in effect, making photographic notes for future reference.

For example, I know one young couple who plan to build a house—one of these days. They are currently at the stage of saving money as fast as they can and dreaming just like the Blandings. However, they want to be very sure that this house is just what they want. So when they take trips, or even just go for a Sunday afternoon drive, they are always looking at houses along the way. When they notice a house that they like especially well, or that has some particularly appealing feature, they snap a picture of it.

If they want to make a close-up shot of a doorway, a window arrangement, or some other feature, they always ask the owner's permission. Of course, the owner is always sufficiently flattered by their interest that the answer is always yes.

AN OUTSTANDING EVENT in the camera club world is the Fifth Camino Real International Color Slide Exhibition for which entries are now being invited. It is expected that a number of members of the Long Beach Camera Guild will enter this competition. Hopes are high that successes of former years will be repeated. Entries close April 12, judging dates are April 18, 19, and 20. Entry forms may be obtained by calling the secretary or treasurer of the local club: Christine Sandell, 655-369; Ardean Nielsen, 201-010; or they may be obtained direct from the exhibition chairman, George E. French, 3877 Olmsted Ave., Los Angeles 8, Calif.

This competition is sponsored by El Camino Real Color Pictorialists of Los Angeles and accepted slides will be shown by projection in co-operation with a number of Southern California camera clubs. Long Beach Camera Guild will be hosts to the exhibition on May 7, at Charles Evans Hughes Junior High School. A member of the local club has received recognition recently in two competitions. Howard Rollins was given honorable mention in the Photographic Society of America competition and also in the Southern California Council of Camera Clubs.

A NEW COLOR ROLL FILM for professional and advanced amateur photographers is announced. The film—Kodak Ektachrome roll film, type B—is a companion to Kodak Ektachrome roll film, daylight type, which has been available for the last several years. Type B

is intended for picture-taking indoors with artificial illumination including flash.

The new film is color balanced for picture taking with the clear 3200 K flood lamps normally used for indoor professional photographer. A Wratten 81-EF filter is needed, however, to adjust the color balance of light from clear flash lamps when this film is used with such sources of illumination.

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—Photo by the Author

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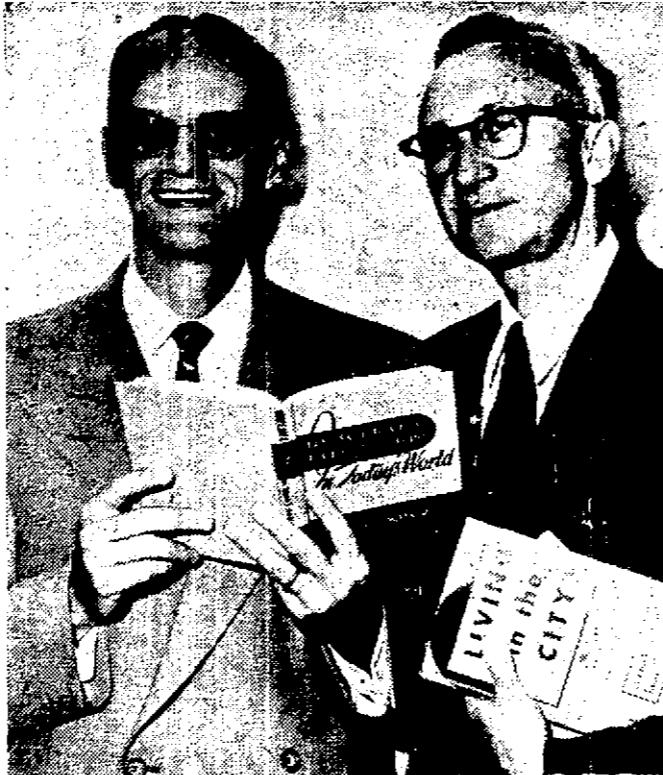
A Flight From Evil Is Swift and Short

THE LONG RUN, by J. Bigelow Clark. 300 pp. New York: Coward-McCann, Inc. \$3.50.

THIS NOVEL is loaded with symbolism, the early expression of it being a bit obscure and contrived. But when the reader comes to know young Bill Taggart the tale shapes into something tremendous in scope and meaning. Taggart is in Mexico, having left behind him a dead jail attendant in the United States. That Taggart's act of slaughter was one thrust upon him by circumstances did in no way lessen the evil from which he had fled.

Taggart's position in the Mexican town was a little lower than he might have wished, but he was befriended and aided, until he found himself a guest at the resort hotel, and there he entered into the lives of the Gerardis. Jane was a woman to dream about, but her sister-in-law was a nightmare. In fact, Harriet is perhaps the most naturally evil woman in current literature. That Jane loves her husband, he of the uncertain life span due to a bad heart, brings the love of Bill Taggart for her to a point of supreme sacrifice. The reader will recognize early the shortness of the run for Taggart, but it did seem long for him. But before him was a problem solved, and a shadow lifted, and a lovely woman remembered. —G. L. A.

This powerful tragedy is done with a skill that many master writers never possessed. Nothing is overdrawn or over-written; quick changes in scene and viewpoint link up its elements without a superfluous word. —G. L. A.



Dr. A. Elwood Adams (left) and Dr. Edward E. Walker hold two of their jointly-written textbooks and contemporaneous publication soon of another, "American Society and Problems." See story elsewhere on this page.

Unusual Books

TWO EARLIER BOOKS by Edward H. Faulkner, "Plowman's Folly," and "A Second Look," were serious attacks upon soil robbing, and now the author presents "Soil Development" (University of Oklahoma Press, \$3) which is not only a report of a successful attempt to make good land from bad but is a lesson in food production at one and the same time. And Mr. Faulkner dedicates the book as follows: "To all who must eat to live this book offers tentative hope."

TELESCOPES began with Galileo, but George Ellery Hale is responsible for the Palomar, the 200-inch eye that peers into the heavens. In "Palomar, the World's Largest Telescope" (MacMillan, \$3.75) Helen Wright tells the story of optical glass, together with its application to the solving of universal mysteries. And the story of the "big eye" is here, together with drawings and photographs to bring enchantment to the reader.

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AS A COMPANION VOLUME to the above, none is more applicable than "The Stars, A New Way to See Them," by H. A. Rey (Houghton, \$4). Here is the basic idea of astronomy, stripped of the confusing geometrical dogma that has prevailed for centuries. Both artist and scientist, the author has combined the abilities of both to establish star patterns that are lucid and interesting. Here are our skies, at last shown to us in their bright fascination. And the book jacket unfolds to make a large and beautiful general chart of the sky.

Books, Writers

Power of Faith' Offers Richer Way of Life

By Joseph Joel Keith

DR. LOUIS BINSTOCK is author of a luminous volume, "The Power of Faith." A simple title, yes, but no other title should have been chosen. Firstly, "The Power of Faith" is clearly and intelligently written; and secondly, the book offers us a richer way of life. Its depth should make us conscious of our own depth, something we do not often sense because so often we are concerned with the shallowness of unbelief. Half-blind in our ignorance, we need only open our eyes to see fully. "The Power of Faith" leads the reader far, far from negation.

CHICAGO'S DR. BINSTOCK is rabbi of Temple Sholom, the Temple-on-the-Lake, and has served as president of the New Orleans Rotary Club and the Chicago Urban League. His fine volume is for all races and creeds, and it is one of the best on Prentice-Hall's excellent list of religious and idealistic books.

day Review are printed in readers can enjoy a number of freely flowing patterns. Mr. O'Conor is an expert craftsman who has carved his images from the living tree. It is good to find this late flowering in a craft where the pretenders can only boast of paper Woolworth blossoms.

JENNETH YEATMAN, of San Marino, is another Southland poet who has shown wisdom; as her first volume, "Four Men West" is a slender book, she offers only the best of her output. Not the typical female poet who is so often content with verses about home and garden, Mrs. Yeatman strives for richer depth and a broader growth, and in "Four Men West" she produces a sound volume. Much of the locale is California and the bordering states. Her patterns also offer the reader variety. Mrs. Yeatman's "Four Men West" is free of the sticky sentimentality that oozes from many first books and also from Coffin's and Auslander's verses.

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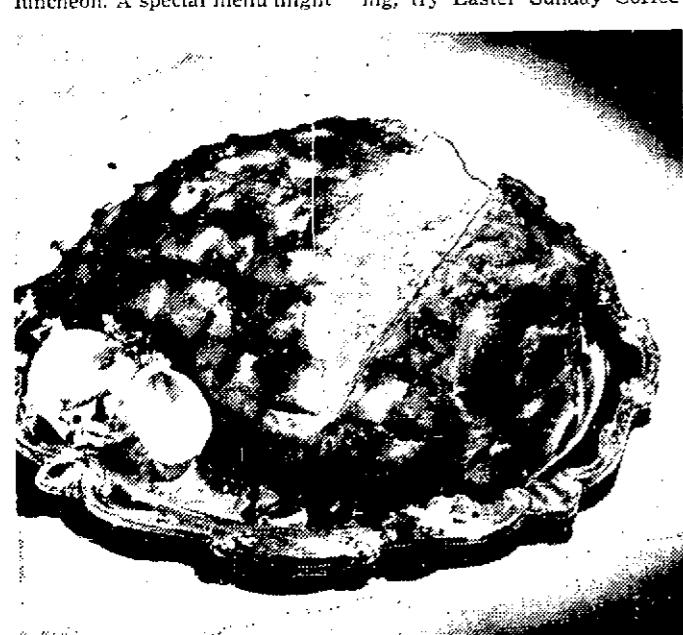
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Delicious Hot Cross Buns

By Mildred K. Flanary

NEXT SUNDAY is Easter Sunday and, with religious significance uppermost, we still may turn some thought to enjoyment of good things as symbolic of the joy reigning throughout the Christian world over the miracle of the resurrection. Pert Easter bonnets, gay new clothes, colorful Easter eggs, dolled-up baked hams, currant-flecked hot cross buns and other items of wear and fare are appropriate to the season.

Traditional are hot cross buns, spiced and crossed with confectioner's sugar. They have a way of luring sleepyheads to the breakfast table, or adding delightful flavor to a simple luncheon or dinner. Extremely nutritious and most economical, too, you'll find them a special treat when served with cottage cheese and fruit salad for an everyday luncheon. A special menu might



Baked ham is a tradition for Easter feasting. Properly prepared and glazed, ham is indeed a delightful dish.



A daring spirit and plenty of elbow grease are needed to do the job but refinishing old furniture pays well.

Tasty Casserole

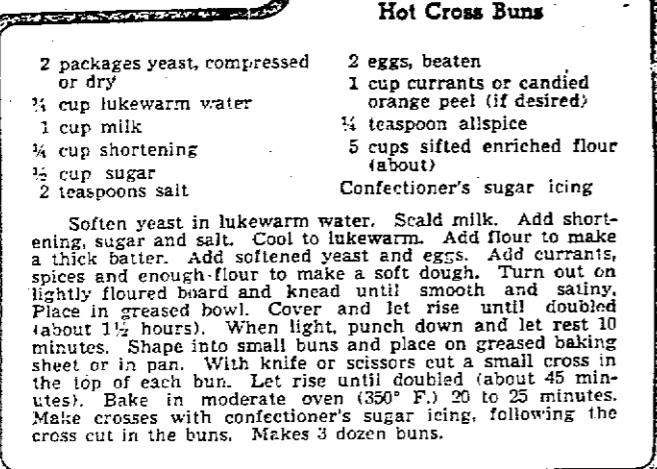
By Gaynor Maddox

THE combination of cheese, tomatoes and elbow macaroni makes good eating, good nourishment and good news to the food budget.

Broiled Tomato and Macaroni Casserole

1 tablespoon salt
3 quarts boiling water
8 ounces elbow macaroni
3 tablespoons butter or
fortified margarine
3 tablespoons flour
2 cups milk
1 teaspoon salt
Freshly ground pepper
Pinch thyme
2 cups grated American
cheese
3 to 4 medium-sized
tomatoes, sliced

Add salt to rapidly boiling water; gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Melt butter or margarine in small saucepan over low heat; add flour and blend; add milk and cook until thickened, stirring constant-



Home-made hot cross buns are easy to make by following the above recipe. Clip it and save it for next Sunday.

feature hot cross and golden cheese soufflé.

The recipe will be found elsewhere on this page in a boxed item ready to be clipped and filed.

While on the subject of baking, try Easter Sunday Coffee

Hot Cross Buns

2 packages yeast, compressed or dry
1/2 cup lukewarm water
1 cup milk
1/2 cup shortening
1/2 cup sugar
2 teaspoons salt

Soften yeast in lukewarm water. Scald milk. Add shortening, sugar and salt. Cool to lukewarm. Add flour to make a thick batter. Add softened yeast and eggs. Add currants, spices and enough flour to make soft dough. Turn out on slightly floured board and knead until smooth and satiny. Place in greased bowl. Cover and let rise until doubled (about 1 1/2 hours). When light, punch down and let rest 10 minutes. Shape into small buns and place on greased baking sheet or in pan. With knife or scissors cut a small cross in the top of each bun. Let rise until doubled (about 45 minutes). Bake in moderate oven (350° F.) 20 to 25 minutes. Make crosses with confectioner's sugar icing, following the cross cut in the buns. Makes 3 dozen buns.

Cake. It goes especially well with ham and eggs. The walnut and crumb topping is just about the best you've ever eaten.

Easter Sunday Coffee Cake

1 1/2 cups sifted all-purpose flour

1/2 cup beet or cane sugar

2 teaspoons baking powder

1/2 teaspoon salt

1/2 teaspoon cinnamon

1/2 cup shortening

1 egg

1/2 cup milk

Crumb Mixture

1/2 cup brown sugar (packed)

3 tablespoons flour

3 tablespoons butter or

margarine

1 tablespoon grated

orange rind

1/2 cup chopped walnuts

Sift together flour, sugar, baking powder, salt and cinnamon. Cut in shortening. Beat egg lightly and combine with milk. Blend into dry mixture. Spread about half of batter in greased 8-inch square pan. Top with half of crumb mixture. Repeat layers. Bake in moderately hot oven (375° F.) about 40 minutes. Cut in squares and serve at once.

Crumb mixture: Blend brown

1/2 cup brown sugar

1/2 cup flour

1/2 cup butter or

margarine

1/2 cup walnuts

Sift together flour, sugar, baking powder, salt and cinnamon. Cut in shortening. Beat egg lightly and combine with milk. Blend into dry mixture. Spread about half of batter in greased 8-inch square pan. Top with half of crumb mixture. Repeat layers. Bake in moderately hot oven (375° F.) about 40 minutes. Cut in squares and serve at once.

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Sift together flour, sugar, baking powder, salt and cinnamon. Cut in shortening. Beat egg lightly and combine with milk. Blend into dry mixture. Spread about half of batter in greased 8-inch square pan. Top with half of crumb mixture. Repeat layers. Bake in moderately hot oven (375° F.) about 40 minutes. Cut in squares and serve at once.

Crumb mixture: Blend brown

1/2 cup brown sugar

1/2 cup flour

1/2 cup butter or

margarine

1/2 cup walnuts

Sift together flour, sugar, baking powder, salt and cinnamon. Cut in shortening. Beat egg lightly and combine with milk. Blend into dry mixture. Spread about half of batter in greased 8-inch square pan. Top with half of crumb mixture. Repeat layers. Bake in moderately hot oven (375° F.) about 40 minutes. Cut in squares and serve at once.

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Crumb mixture: Blend brown

1/2 cup brown sugar

Realtors to Study Cost of Schools

THE Board of Realtors' legislative committee will hold a meeting within the next 10 days for the purpose of studying the rising costs on the upkeep of public schools as well as the hike in property tax rates for these districts, it was disclosed today by Chairman John Hadland.

According to Hadland, the committee believes that the board should take a definite interest in the maintenance of an adequate public school system and the administration of the schools on an efficient and economical basis.

It was further pointed out by Hadland that this subject was of great interest to Realtors because it is necessary for the maintenance of property values that the schools be well run. If property taxes in these districts become prohibitive, the incentive toward home ownership will be destroyed, he contends.

Industrial Development

LOS ANGELES COUNTY industrial expansion fell off for the first time in over a year during February as valuation in new and expanded plants were lowest since August, 1950, and the number of new industrial jobs evolved during the month smallest since December, 1949.

The \$4,536,255 invested in nine new plants and 32 expansions last month was 66 percent off January's valuations

"THE MOST remarkable home of the century."

That's the way enthusiastic

residents of the Brookhurst Park Estates development are

describing the fabulous new all-

electric home there that is

located just nine miles from

Long Beach. It is reached by

driving out Seventh St., which

becomes Garden Grove Blvd.

turning north on Gilbert, then

right on Lampson to the Es-

tates. It is open from 10 a. m.

to 5 p. m. daily and Sunday.

According to Developer Henry C. Cox, the home runs itself smoothly and efficiently with simply the touch of a hand.

Known as the "house of electrical servants," it has a completely automatic filtered swimming pool, electronic oven that can

cook a meal in 11 to 50 seconds

by pushing a button at the

pool's side, full-length glass

doors automatically controlled

by electronic relay locking

systems, intercom system to all

rooms, front door and pool,

music piped to all rooms including lanai and bar and controlled

by selector buttons, and last but

not least, it is protected by an

electronic eye that turns on all

flood lamps should a prowler

come nearer than three feet on

the outside walls.

Brookhurst Estate also includes an ultraviolet projector lamp on the dining alcove wall, a garage door radio controlled from over 1000 feet or inside the house, a time clock on post lights and swimming pool filter, a television 120-volt outlet which is fed ahead of everything in the home to eliminate voltage drop and interference, a thermador built-in range with griddle in the kitchen, a Hot-point garbage grinder, a dishwasher, a drier and washer in the service room and a freezer.

This home, which represents

the acme of luxurious living,

contains automatic sliding door

switches on all wardrobes, a

completely automatic swimming

pool with a filter system

and marine lights, an electrical

system certified by Southern

California Edison Co. with their

100 per cent Red Seal, and spot-

lights over the kitchen planter,

lanai and menu desk as well as

an amber spot over the lanai

barbecue pit.

Signal Hill Machine Works,

2502 Cherry Ave., additional

equipment for production of

aircraft parts.

Downey—Downey Machine

Co., 8313 Firestone Blvd.

added facilities for aircraft

parts manufacture.

Long Beach—A. G. Metal

Products Co., 1916 W. Anaheim

St., new facilities for process-

ing of scrap steel.



The public is now being treated to a look at the "most remarkable home of the country," which is located in Brookhurst Estate just nine miles from Long Beach. The fabulous new all-electric dwelling shown above is completely modernized and has been described as "the house of electrical servants."

Guest Speaker

DON W. REED, president of the Institute of Farm Brokers of the National Association of Real Estate Boards, will arrive tomorrow from Painesville, Ohio, to be guest speaker at the weekly breakfast meeting of the Board of Realtors Tuesday morning at the Wilton Hotel. Program Chairman Tenny Moore has disclosed.

Reed is on a tour of the United States and will speak on the subject, "Selling and Exchanging the Eastern Way."

Local members of the organization are I. N. Page, Fred Fruhling, R. D. Boggs and E. C. Roswurm, state membership chairman.



Don W. Reed

Sales Meeting

DR. ROYAL L. GARFF, professor of speech and marketing at the University of Utah, will be the featured speaker at the Realtors' Sales Conference to be held on Wednesday, April 16, from 9 a. m. to 4:30 p. m. at Town Hall, according to Clive Graham, president of the Board of Realtors.

Dr. Garff has appeared as guest speaker on numerous national convention programs throughout the United States and is known as an authority on business conditions and sales attitudes.

"Because of his thoroughly sound knowledge of business and sales conditions, we feel extremely fortunate to have been able to arrange for Dr. Garff to come to Long Beach to appear on this program," said Graham.

Conference tickets may be purchased at the board office, 7-1229.

Hike in Feb. Building

FEBRUARY construction of all kinds in the west showed an increase over a year ago in total number of jobs started. Also, an increase was recorded in total number and total cost of dwelling units started in the west over a year ago.

This was revealed in the current report of the monthly statistical survey of the western light construction journal, Western Building. The survey reported on building in 283 western cities and counties, and on home building in 265. Data was compiled from reports of building officials on number and value of permits issued during February.

Long Beach ranked in 11th place with a total of \$2,902,685 for the month. This compared with \$3,663,305 the preceding month and \$2,858,625 in February, 1951.

This community was nosed out by the cities of Los Angeles, San Diego, Honolulu, Denver, Vancouver, B. C., San Francisco, Seattle, Torrance, Portland and Albuquerque.

However, Long Beach's valuation was greater than that of Oakland, Pomona, Redondo Beach, and Palo Alto.

Already the engineering department is giving thought to the design of such a wall, although before drawings are prepared, the advice of outside subsidence experts, probably, will be sought.

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However, Long Beach's valuation was greater than that of Oakland, Pomona, Redondo Beach, and Palo Alto.

New Amendment

A new amendment, No. 2, to Ceiling Price Regulation 34, permits real property managers to apply for adjustments in the fees they are permitted to charge, the Office of Price Stabilization announced recently.

REAL ESTATE Brokers E. V. Reed and E. F. Barton, 112 Linden Ave., this past week announced the sale of 38 properties totaling \$300,000 during the first three months of 1952. The transactions, which far exceeds the amount of business done by the firm in the same period of 1951, included the

Los Altos Noted for Home Values

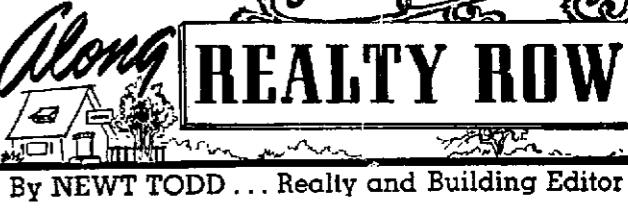
WHAT are people looking for in the homes they're buying today?" is the \$64 question in the selling of these homes, according to Jim Burdge, general manager and trouble shooter for builder Lloyd S. Whaley.

Burge, a graduate of the University of Kansas, has been with Whaley since shortly after the war, and during this time has been closely associated with the prominent Long Beach developer in the building and promotion of the Los Altos, Park Estates and other building programs in the area.

This background of building has given him an insight that many builders of today do not possess, and that's one of the reasons the homes in Los Altos Village are what most people are looking for in dwellings priced from \$10,000 to \$15,000.

"I think that it is generally agreed buyers are looking for quality construction. However, community factors are extremely important—in fact, I'd say a home value is based largely on its surroundings," Burdge said.

In the Los Altos Village



By NEWT TODD... Realty and Building Editor

IF CALIFORNIA'S growth continues at its present jet-propelled rate, wide open spaces someday will be just a memory. And according to Census Bureau estimates, California is going to keep right on being the fastest-growing state in the Union.

Having displaced Pennsylvania as the second largest state, the prediction is that California will shoot up to within 2,000,000 of New York's total population by 1960.

Few will deny that this continued population increase will be great for business and industry. But there are problems that go hand in hand with rapid growth.

California's already overcrowded schools will have to be expanded far beyond present plans to accommodate the incoming tide of youngsters. Cities will be faced with aggravated problems of housing, transportation and traffic. Rural areas suddenly will become suburbs. Highway needs will mount.

LOCALITES ELSIE FULCHER and I. N. Page have been accepted as members of the National Institute of Real Estate Brokers.

The organization, an affiliate of the National Association of Real Estate Boards, endeavors to maintain high ethical business standards within the real estate brokerage profession, and to expand the scope of home ownership and property purchase.

HAYDEN GRANT, chairman of the Tile Council of America's residential committee, has come up with some good tips for home owners planning to remodel.

First, Grant says, plan to remodel the spaces you need most. Then make your plans and stick to them. Get estimates and choose a reputable contractor.

When planning, he advises, keep ease-of-maintenance and quality of materials in mind. Colors that don't show dirt should be chosen. Clay tile for bathrooms and kitchens are easily cleaned and give a lifetime of service. Built-in furniture means less housekeeping.

Another important point to watch for is whether any addition to the house is architecturally right. If it isn't, it can cost a great deal for repair and lowers the value of the house.

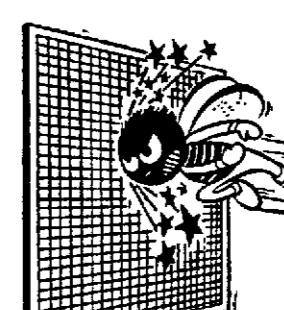
Lastly, Grant suggests, pay special attention to the bathroom because it is the one room family and guests alike must use. Modern fixtures, waterproof clay tile walls and floor and a shower will give it that modern, clean look.

THE WAGE STABILIZATION BOARD recently announced an increase for on-site building workers of up to 15 cents an hour over the 10 per cent increase allowable under the 1951 formula.

sale of 33 own-your-own apartments, four homes and one duplex.

In expressing their opinion as to the increase in business, both Reed and Barton stated that prices were more stable now and people have come to the conclusion that dwelling costs were bound to rise due to the scarcity of building materials and their increased rates. Good listings are now the problem of all brokers.

See SHAWVER'S to Bar This Pesky Guy from Your Home!



Shawver's is Screen Headquarters

COMPLETE RESCREENING SERVICE

Full Stocks of Aluminum, Plastic and Galvanized Screen Wire

Screen Doors — Wood Window Screens in Any Size — Roller Screens

FREE DELIVERY — TERMS

EASY to REACH

California at Hill

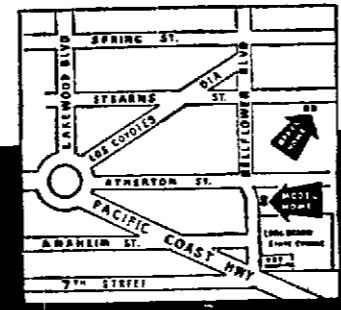
Plenty of Parking

PHONE 6-4211

SHAWVER COMPANY

THE PRICES
\$10,200 TO \$13,300
Veterans \$800 Down (plus costs) Non-Veterans, \$2074 Down (plus costs)

Terms for Both
Vets & Non-Vets
MAC-BRIGHT Inc. Builders
WALKER & LEE Inc. Sales Agents



DURATILE METAL WALL TILE
Beautifies and Protects Your BATHROOM—SHOWER—KITCHEN WALLS
• PERMANENT
• WATERPROOF
• FIREPROOF
• CHIP-PROOF
• ECONOMICAL
DURATILE—Installed above your recessed tub, feet high, 2 1/2 feet deep, 5 feet wide. 49.50
INSTALL IT YOURSELF
Tile and material furnished
We invite You to Visit Our Display Room
Asphalt Floor Tile—Rubber Floor Tile
CUSTOM FIT SHOWER DOOR ... 29.50
Free Estimates—FHA Terms—No Down Payment—
36 Months to Pay
DURATILE ASSOCIATES
Licensed Contractor
723 East Pacific Coast Highway
Phone 7-1237

Press-Telegram Southland Magazine

Complete Postwar Projects

CONSTRUCTION of 16 projects planned in accordance with provisions of the California Postwar Planning and Acquisition Aid program has been completed, reports City Manager Samuel E. Vickers.

Allotted for the city by the state has been \$150,296.96 for planning and \$62,423.50 for acquisition. The allotment is provided for in Chapter 47 of the State Statutes as amended in 1944.

Plans for two other projects, the North Long Beach storm drain and Northeast storm drain are pending. The two are part of a proposed bond issue which may be submitted to county voters on the November ballot.

Plans have been completed for four other projects but construction work has not yet been started.

These include a Bixby Park recreation building, a fire alarm communication building, shops for the automotive department and a street division yard.

Construction work is 75 per cent complete on Storm Drain District No. 3, 50 per cent complete on a sanitary division yard and 40 per cent complete on a city consolidated yard.

Major current acquisition work is in connection with the Long Beach Freeway.

The report, as presented by the city manager, represented work done and plans made since the first allotment was issued to the city following adoption of the statute.

As We Hear It

By the Classified Ad-Visors

MILLER to Miller by Miller—Harvey E. Miller reports a deal that was "Miller" all the way! He handled the transaction when Larry (not the Realtor) and Charlene Miller sold their North Long Beach home to Grace J. Miller last week. Bet the escrow officers were plenty confused on this one!

Converted San Joseite—Floyd Cook, who used to be in the insurance business in San Jose, recently joined the H. J. Hunter firm at 1234 E. Wardlow Road. Cook is so sold on Long Beach, he has already purchased his home here!

Double Duty—Elaine Richardson is taking a specialized course in real estate, financing and appraisal at City College from 8 a. m. to 10 a. m., then working as saleslady the rest of the day. She was formerly with Herb Frame and is now associated with Harry B. MacLeod at 313½ Redondo Ave.

Better Now—Clariece B. Mhoon has reopened her office at 127 E. 10th St. after three weeks absence. Mrs. Mhoon has been quite ill, but seems to be getting along fine now.

Three-time Loser—No one seems to have more trouble with burglars than Lew Wheaton! Wheaton had his office broken into twice before this latest episode, so he had all the keys coded to protect his clients. Even so, he was unprepared for vandalism such as he found this time—papers strewn all over the floor and three phones jerked off the wall!

Service Plus—Polly Lanhardt is now associated with H. Adema at 5940 Atlantic Ave. She has been a resident of North Long Beach for several years and owns her own home at 381 Janice St. She is imbued with confidence in this real estate profession and Mr. and Mrs. Adema are glad to have her join the firm because it will enable them to give even better service. The office is open daily and Sunday and will soon announce a rental service. The addition of Mrs. Lanhardt will also give Adema time to try out that brand new Plymouth!

April Fool's Day Birthday—Sheryl Ann Miller, daughter of Mr. and Mrs. Harvey E. Miller, entertained 20 boys and girls on the occasion of her third birthday. Proud father Harvey couldn't escape the excitement



Sales Total \$75,970

ARLAND WESTPHAL, manager of The McCarthy Co., Realtors, branch office at 2600 Lakewood Blvd., today announced the gross sales figures for his office for the past four weeks.

The Long Beach office, only one of a city-wide chain of 14 such realty offices operated by the McCarthy organization, reported a gross sales volume of \$75,970.

Westphal attributes the success of his office to the McCarthy policy of assisting the home buyers at the beginning of the transaction by lending them a portion of the down payment on the home of their choice.

Builders OK Work

DISTURBED by complaints about faulty home construction, many builders are offering written guarantees to back their work. Engineering News-Record, McGraw-Hill publication, reports.

Along with the deed, the buyer receives a warranty guaranteeing that the builder will make good on defects which show up within a reasonable length of time and for which he would normally be held responsible, the magazine says.

The written guarantee may become official policy for 25,000 members of the National Association of Home Builders if it is approved by the association's board of directors in May. The idea was well received at its convention last month in Chicago.

Sample warranties cover the following: Heating unit is guaranteed as to proper size and function for a year; roof is to be maintained against leaks for six months, and service against seepage in the basement is given for one year. Most warranties also include 30-to-45-day provisions against defective wiring, hardware, moving woodwork, sagging floors, and other faulty material or workmanship.

Construction work is 75 per cent complete on Storm Drain District No. 3, 50 per cent complete on a sanitary division yard and 40 per cent complete on a city consolidated yard.

Major current acquisition work is in connection with the Long Beach Freeway.

The report, as presented by the city manager, represented work done and plans made since the first allotment was issued to the city following adoption of the statute.

Builders also are attempting to educate new home owners on the difference in items for which the builder is responsible and those which are really owner-maintenance problems.

A booklet is issued with the warranty describing the new home and all its equipment.

Many builders also are supplying a "move-in-man" who shows the new owner how to operate the various parts and apparatus of the building.

Opens Office

Ken Welch, former teacher and coach at Polytechnic High School, has opened a real estate office at 4003 Long Beach Blvd. He is centrally located to serve the Los Cerritos, Bixby Knolls and California Heights areas, he pointed out.

ANOTHER new Lakewood real estate development for the creation of 480 new residential lots on 65 acres was approved by the Regional Planning Commission in Los Angeles today.

The acreage will be subdivided by L. H. Boyar, 2965 E. Carson St.

The property is bounded by Carson St. on the north (Shotgun Strip), Studebaker Rd. on the east, Palo Verde St. on the west and Los Coyotes Diagonal on the south. The lots will be 52x100 feet.

PABCO CIN-DEK
ALL-PURPOSE ENAMEL

1¢ PAINT

SAVE \$
on This
Fine Paint

**Clip This
Advertisement
Now—Bring It
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American Wear
Like Iron Enamel
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TOTAL ONLY \$2³⁸
24 Lovely Colors
Quick-Drying Finishes
Regt. Marine, Acid,
Satin, Spangle and
even Baking Water
AMAZING PAINT... AMAZING BARGAIN
ONLY ONE TWO-QUART UNIT PER CUSTOMER
(2 QUARTS)

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at
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COMPANY
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Build your home on a SOUND FOUNDATION with BAXCO* PRESSURE TREATED LUMBER!

DO YOU KNOW?
your foundation in the
average home must support
50,000 pounds



Safeguard

these foundation "WEAK SPOTS" against

TERMITES-WOOD-ROT-EARTHQUAKE DAMAGE

FOR A
Longer Lasting Home
Be sure to specify



GET ALL THE FACTS! FREE!

Write today for your copy of "Friendly Advice," the informative folder that tells you the true facts about termite- and decay-damage in California.

*The added cost is only 3 to 4 Cents (per board foot)

Yes, an average 5-room home weighs 50,000 pounds—and this constant load requires sound, strong posts, girders and mudsills during the entire lifetime of your home. Especially is this true in time of an earthquake when the tremendous force of 50,000 pounds in motion can easily break rotten or termite damaged lumber. BE SAFE—and insist on Baxco Pressure Treated "Chemically Preserved" Foundation Lumber up to and including the first floor joists—it will add less than one half of 1% to your total building cost, and you will be sure of getting a "Longer Lasting Home."

See your lumber dealer for complete information.

J.H. Baxter & Co.
601 WEST 5TH STREET • LOS ANGELES 17, CALIF.



Brookhurst Estate
the home of
electrical servants!

an invitation to see the
most remarkable home
of the century!

OPEN FROM 10 A.M. TO 5 P.M. DAILY AND SUNDAY

- One of the Nation's first completely light conditioned homes certified by General Electric.
- Ultra-violet projector lamp on dining alcove wall.
- Garage door radio controlled from over 1000 feet or inside house.
- Time clock on post lights and swimming pool filter.
- TV 120-volt outlet is fed ahead of everything in the home to eliminate voltage drop and interference.
- Thermador built in range oven and griddle in kitchen—Hotpoint garbage grinder, dishwasher. Dryer and washer in service room, also freezer.
- Automatic door switches on all closets.
- Swimming pool completely automatic filter system and marine lights.
- 100% Red Seal adequately wired, certified by Pacific Coast Electrical Association.
- Spotlights over planter in kitchen, lanai, menu desk, and other areas where concentrated light is required.

Located just 9 miles from Long Beach. Drive out Seventh Street, which is Gardan Grove Blvd., turn north on Gilbert, then right on Lampson to Brookhurst Park Estates.

In these beautiful tree covered estates you will find a home to suit your family. Some priced as low as \$20,000.

**Brookhurst Park
Estates**

HENRY C. COX AND AFFILIATED COMPANIES

OPEN MONDAYS 12 TO 9 P. M. FRIDAYS 9:30 A. M. UNTIL 9 P. M. OTHER DAYS 9:30 A. M. TO 5:30 P. M.



SHOP AT SEARS AND SAVE

Sensational Savings Now!

Take advantage of these OUTSTANDING VALUES!

Big Dollar Values in Greater Comfort!

Reg. 59.95 Innerspring Mattress-Box Spring

49.88

10% Down on Sears Easy Terms

Manufacturer's close-out of fine tickings makes possible this saving! Some one-of-a-kind sets. 220-coil. Twin or full.

69.96 Mattress-Box Spring Combination

59.88

\$5 Down on Sears Easy Terms

Resilient 210-coil L. A. Young unit mattress, sisal and cotton insulation for restful sleeping. 72-coil box spring.

79.95 Mattress-Box Spring Combination

69.88

Specially constructed innerspring mattress assures unusual comfort and long years of service. Twin or full size. Mattress sold separately 41.95; box spring 29.95.

Reg. \$109 Orthopedic Type 2-in-1 Mattress

89.88

15% Down on Sears Easy Terms

Enjoy the sleeping surface you prefer simply by turning over this 561-coil mattress. Choice of full or twin sizes.

Reg. \$139 Foam Latex Mattress-Spring Set

\$117

Only 15% Down on Sears Easy Payment Plan

Comfortable mattress and box spring combination mounted on sturdy legs. Both units covered in ACA striped ticking. Twin size combination \$97.

SAVE
up to \$22

on Mattress
and Box Spring
Combinations

Use Sears
Easy Payment
Plan! Buy Now—
Pay Later!

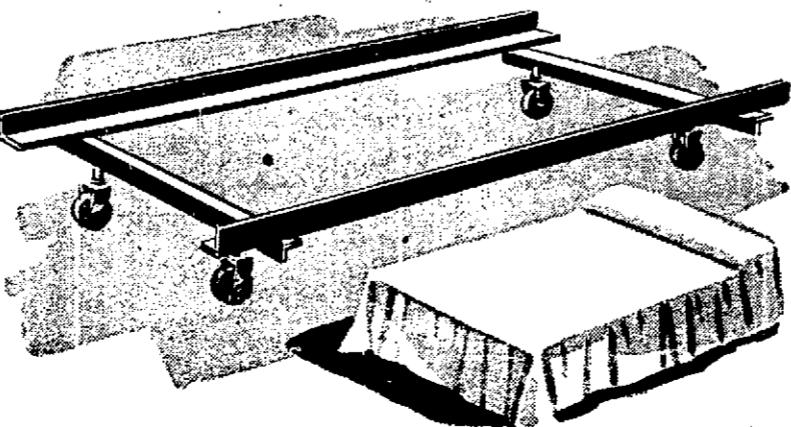
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Better Hurry!

ADJUSTABLE Metal Bed Frame

Special

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Sturdy metal bed frame adjustable to fit all standard size beds. Makes a modern Hollywood bed of your mattress and box spring combination. Smooth rolling casters.



Open Mondays 12 to 9 P. M., Fridays 9:30 A. M.
to 9 P. M. . . Other Days 9:30 A. M. to 5:30 P. M.

Excellence guaranteed
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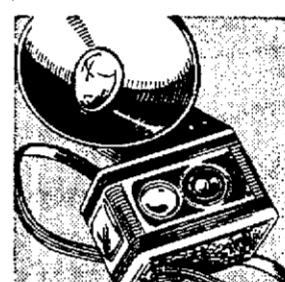
SEARS



New Testament

1.39

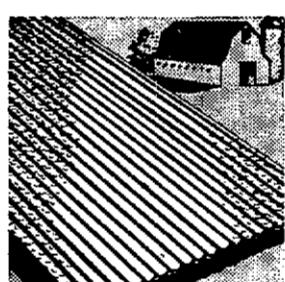
Ideal gift for men in service. Steel cover protects text from wear. Inside photo pocket, sight-saving type.



Kodak Duaflex

14.50

Flash synchronization; snap, bulb, 620 film, 12 on a roll. Remember your vacation with pictures.



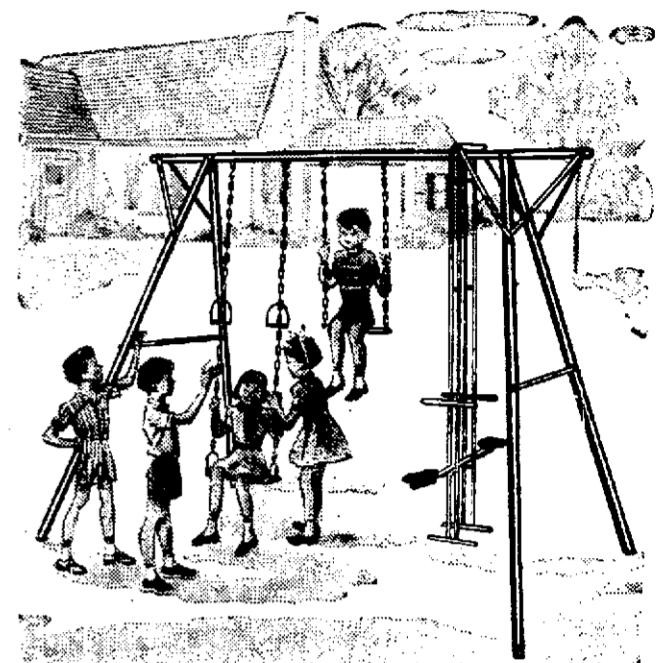
Aluminum Roofing

3.20

Won't rust, rot, resists fire, 2 1/2-inch, .019 gauge.

10-foot sheet.....3.98

12-foot sheet.....4.60



Children's Gym Sets

2995

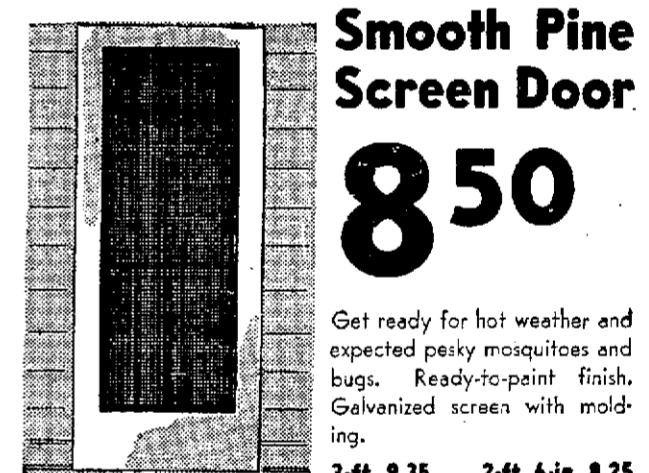
Easy Terms

'All steel gym set with glide-ride, swing, trapeze bar, and rings. Chinning bar on each end. Ball bearing swing attachment. Made of 1 1/2-inch sturdy, all-steel.

2-in. Glide-Ride Set....38.90 Swing sets 14.88 to 48.50

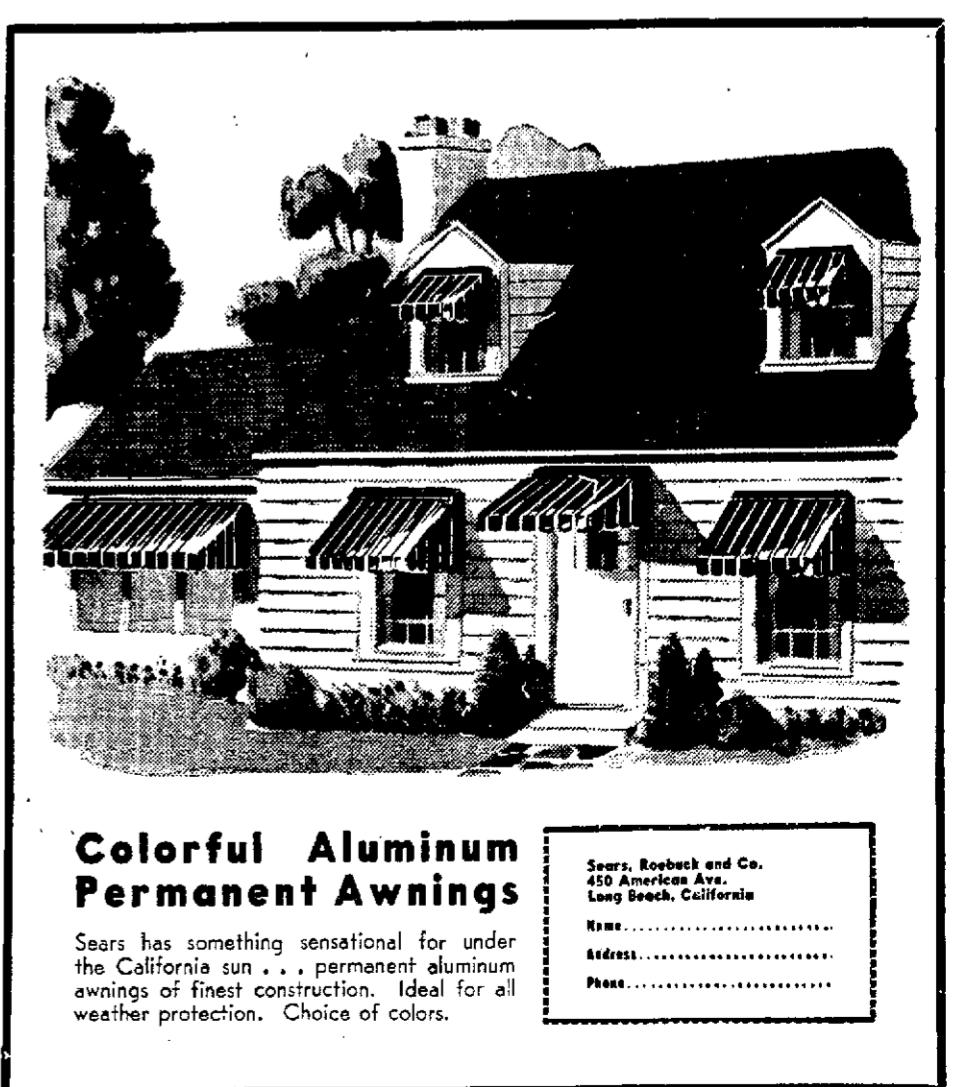
2' 8" x 6' 9" 'Homart'
Smooth Pine Screen Door

850



Get ready for hot weather and expected pesky mosquitoes and bugs. Ready-to-paint finish. Galvanized screen with molding.

3-ft. 9.35 2-ft. 6-in. 8.25



Colorful Aluminum Permanent Awnings

Sears has something sensational for under the California sun . . . permanent aluminum awnings of finest construction. Ideal for all weather protection. Choice of colors.

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